

**APPENDIX**  
**CLAIMS ON APPEAL**

1 1. An apparatus for customizing television content operable to  
2 run on a computing platform electrically coupled to a receiver  
3 which is electrically coupled to a display device, the apparatus  
4 operable to receive supplemental data from a supplemental data  
5 database maintained by a television service provider, the apparatus  
6 comprising:

7 a television tuner/decoder operable to receive television  
8 signals from the television service provider and decode the  
9 received television signal;

10 an input device operable with said television tuner/decoder  
11 enabling a viewer to select for viewing one television signal  
12 received by said television tuner/decoder;

13 a supplemental data extractor operable to receive supplemental  
14 data from the television service provider;

15 a profile database operable to store a viewer profile;

16 a filter module electrically coupled to said profile database  
17 and to the supplemental data extractor, said filter module operable  
18 to access the viewer profile and the supplement data and, in  
19 response, to select a preferred display component according to the  
20 one television signal selected by the viewer via said input device,  
21 the viewer profile and the supplemental data, the preferred display  
22 component consisting of supplemental data selected by said filter  
23 module according to the viewer profile from among plural  
24 supplemental data corresponding to the one television signal  
25 selected by the viewer operable to target a particular viewer  
26 relative to other viewers by supplementing television content; and

27 an overlay disposed proximate to the display device and remote  
28 from the television service provider, said overlay coupled to said  
29 television tuner/decoder and to said filter module to substantially

30 simultaneously receive the decoded television signal and the  
31 preferred display component, said overlay operable to integrate  
32 said decoded television signal and said preferred display component  
33 for combined display via a display device.

1 2. The apparatus of Claim 1, further comprising a profile module  
2 operable to receive viewer demographic information and, in  
3 response, to generate the viewer profile.

1 3. The apparatus of Claim 2, wherein said profile module is  
2 operable to provide a demographic template to the viewer for  
3 receiving the viewer demographic information.

1 4. The apparatus of Claim 1, wherein the viewer profile contains  
2 demographic categories corresponding to input options comprising:  
3 an age option;  
4 a race option;  
5 a gender option;  
6 a marital status option;  
7 an educational level option;  
8 a sexual preference option; and  
9 an income level option.

1 5. The apparatus of Claim 1, wherein the filter module comprises  
2 a selection algorithm operable to select a preferred display  
3 component according to the viewer profile and the supplemental  
4 data.

1 6. A method performed on a computing platform that is associated  
2 with a display device and a receiver for providing functionality  
3 associated with an apparatus for customizing television content,  
4 the method comprising:

5 storing a viewer profile in a profile database;  
6 receiving a plurality of television signals from a television  
7 signal provider;  
8 receiving a viewer selection of one of the plurality of  
9 television signals;  
10 receiving supplemental data from a display component database;  
11 accessing the viewer profile in the profile database and the  
12 supplemental data;  
13 selecting a preferred display component in accordance with the  
14 one television signal selected by the viewer, the viewer profile  
15 and supplemental data, the preferred display component consisting  
16 of supplemental data selected by said filter module according to  
17 the viewer profile from among plural supplemental data  
18 corresponding to the one television signal selected by the viewer  
19 operable to target a particular viewer relative to other viewers;  
20 and  
21 integrating at a location proximate to the display device and  
22 remote from the television service provider the one television  
23 signal and the preferred display component for combined display to  
24 a viewer.

1 7. The method of Claim 6, wherein:

2 said step of selecting a preferred display component in  
3 accordance with the viewer profile and supplemental data includes  
4 transmitting an abbreviated reference associated with a  
5 specific display component to the viewer from the television  
6 service provider;  
7 automatically selecting an abbreviated reference via the  
8 computing platform at a viewer location in accordance with the  
9 viewer profile;

10            requesting at the viewer location a preferred display  
11            component associated with the abbreviated reference from the  
12            television service provider; and  
13            transmitting the preferred display component from the  
14            television service provider to the viewer location.

1    8.    The method of Claim 6, further comprising the steps of:  
2            receiving viewer demographic information; and  
3            generating the viewer profile according to the viewer  
4            demographic information.

1    9.    The method of Claim 8, further comprising the step of  
2            providing a demographic template to the viewer to receive the  
3            viewer demographic information.

1    10.   The method of Claim 6, wherein the viewer profile contains  
2            demographic categories corresponding to input options comprising:  
3            an age option;  
4            a race option;  
5            a gender option;  
6            a marital status option;  
7            an educational level option;  
8            a sexual preference option; and,  
9            income level.

1    16.   The apparatus of claim 1, wherein:  
2            said overlay operate to integrate said decoded television  
3            signal and said preferred display component for display via a  
4            display device by displaying said decoded television signal in a  
5            first display area and said preferred display component in a second  
6            display area.

1 17. The apparatus of claim 1, wherein:

2 said supplemental data extractor is coupled to said television  
3 tuner/decoder to extract said supplemental data from said decoded  
4 television signal.

1 18. The method of claim 6, wherein:

2 said step of integrating the received television signal and  
3 the preferred display component for display displays the decoded  
4 television signal in a first display area and the preferred display  
5 component in a second display area.

1 19. The method of claim 6, wherein:

2 said step of receiving supplemental data from a display  
3 component database extracts the supplemental data from the  
4 television signal.